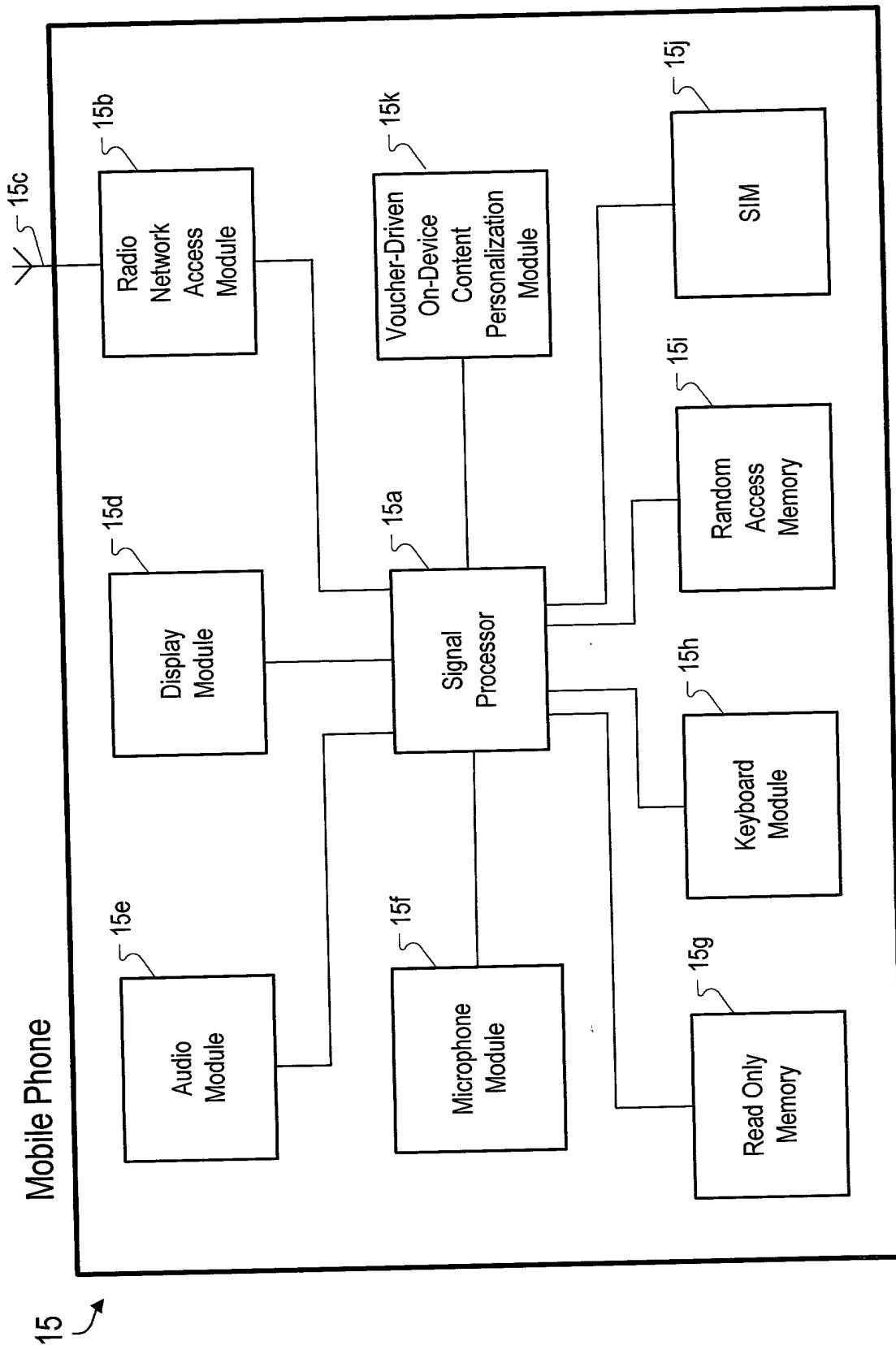


Figure 1: Voucher-driven On-device Content Personalization Technique

FIGURE 2



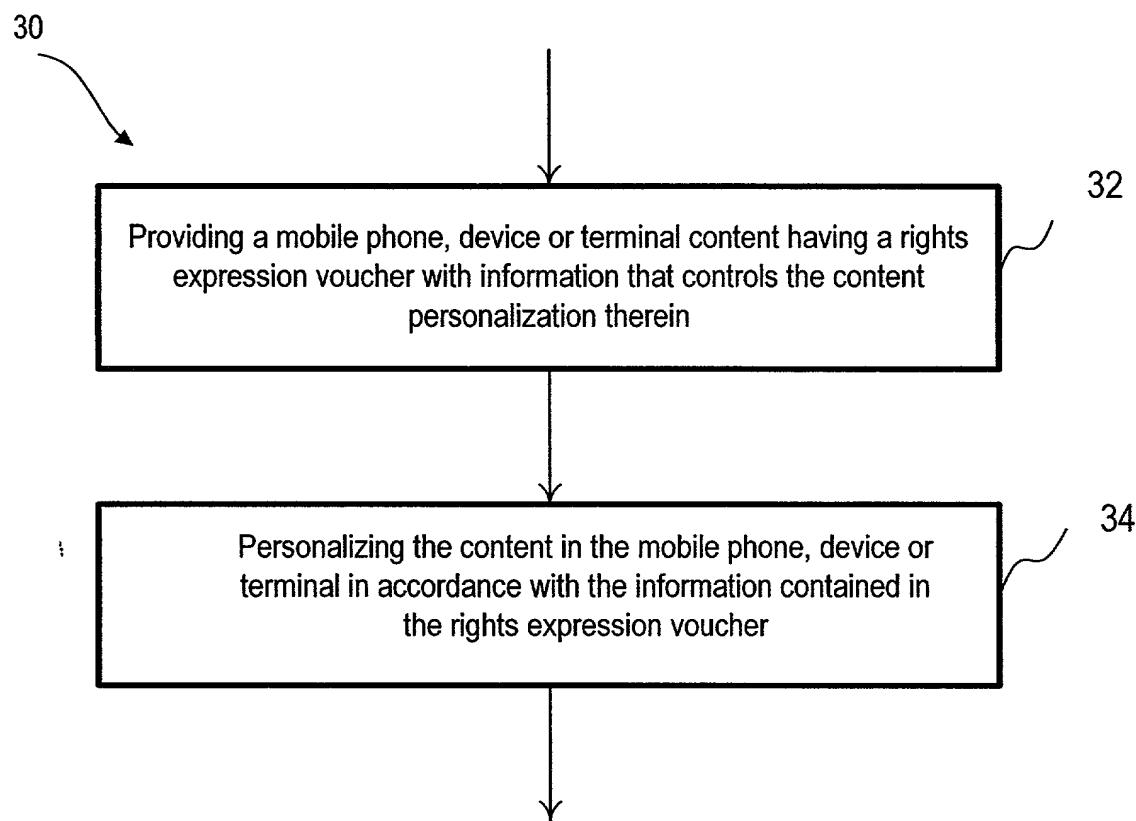


Figure 3: The Basic Steps of the Invention

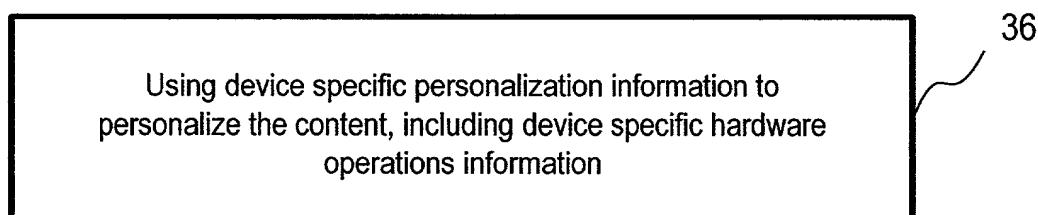


Figure 4: A Step for Personalizing

Making the personalization by encrypting a content encryption key, the content, the rights expression voucher, or a combination thereof using a key generated from a seed derived from information in a rights expression voucher

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Figure 5: A Step for Personalization

Encrypting a Content Encryption Key using a local encryption key, which is derived from a terminal or SIM specific seed

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Figure 6: A Step for Personalization